



Ken Ryland checks the order desk at the K care Service Center at K mart 3511, Roseville, Michigan.

K care:

The promise of quality work,
professionalism and good advertising



Drive-through bay area at K mart 3511.

K care is the service trademark for K mart's automotive service and just another one of the many ways K mart strives to create a friendly, helpful and professional environment. K care promises quality and satisfaction for the customer.

"K care not only envelopes advertising, but it also deals with customer relations, employee and management training and all aspects of the service centers," says Ken Ryland, National Service Manager, automotive division, KE.

To begin with, automotive service personnel are tested on their mechanical abilities. To aid in the development of their skills, a training program was instituted which includes training films, vendor clinics and the K care service training centers.

To get into the K care program, an automotive employee is chosen by regional personnel to participate in the training classes offered regionally.

Employees of the 1,482 nationwide service centers have the opportunity to attend a one week training program where they have intensive study in four basic categories: basic service, brakes, tune-ups and front end alignment.

After the study, each student is tested on the procedures.

What are the objectives of K care?

"The specific objectives of the program are customer awareness, customer acceptance, ongoing quality and professionalism in automotive services," Mr. Ryland explains.

There are five training centers, one for each region, located in East Brunswick, New Jersey; Detroit, Michigan; Chicago, Illinois; Atlanta, Georgia and Los Angeles, California.

In the central regional training center in Royal Oak, Michigan, Glen Schilebaum is the training center manager and emphasizes that there is a lot of work and planning that goes into the program.

"The students spend one half of the week in the classroom and the other half in an 'on hands' lab," Glen explains.

There are two different "hands on" rooms, one for brakes and front end work and the other is for electrical servicing.

In the brake room, Glen says that there are usually two